



## Press Release

7<sup>th</sup> February, 2017

### **Sony Introduces 100mm F2.8 STF G Master™ with Highest Ever Quality Bokeh for an α Lens**

***New Full-frame 85mm F1.8 Mid-telephoto prime lens and Compact Radio-Controlled Flash also announced***

Sony today introduced two new lenses for their popular line of E-mount interchangeable lens cameras.

Sony's new lenses include one of their flagship G Master Series – an FE 100mm F2.8<sup>i</sup> STF GM OSS mid- telephoto prime lens (model **SEL100F28GM**) built to deliver breath taking bokeh with a unique STF™ (Smooth Trans Focus) design, and a new compact, lightweight FE 85mm F1.8 mid-telephoto prime lens (model **SEL85F18**) that is a welcome addition to the bag of any hobbyist or enthusiast photographer looking to create amazing portraits.

Sony also introduced a new powerful, compact flash (model HVL-F45RM) with radio-controlled wireless communication that is ideal for professional shooting with Sony's line-up of α7 full-frame cameras.

#### **FE 100mm F2.8<sup>i</sup> STF GM OSS Telephoto Prime Lens**

A specially designed mid-telephoto, full-frame prime lens, the new 100mm STF is built to produce truly unique, magnificent and beautiful bokeh while maintaining the exceptional standard of resolution that is showcased throughout Sony's entire line-up of flagship G Master series lenses, making it a powerful photographic tool for any portrait, fashion, nature or wedding photographer.

These impressive defocus capabilities are made possible by the lens' advanced optical structure, as it features a newly designed 11-bladed

aperture and a unique optical apodization lens element. Similar to a neutral density filter that increases in density towards the edges, the apodization element creates beautiful transitions of in-focus to out-of-focus areas within an image, making for exceptionally soft, smooth bokeh that adds depth and dimensionality. This allows the subjects to stand out against beautifully defocused elements in both the foreground and background, producing an image that is naturally pleasing to the eye. The design of the lens also ensures that vignetting is kept to an absolute minimum, ensuring optimum image quality.

Additionally, the new 100mm lens supports both contrast AF and focal-plane phase detection AF<sup>ii</sup>, and has a high-precision, quiet direct drive SSM (Super Sonic Motor) system that ensures exceptionally fast and accurate AF performance. The **SEL100F28GM** also offers up to 0.25x close-up capabilities with a built-in macro switching ring, built-in Optical SteadyShot™ image stabilisation, a customisable focus hold button, AF/MF switch, aperture ring and is also dust and moisture resistant.<sup>iii</sup>

### **FE 85mm F1.8 Telephoto Prime Lens**

The new **SEL85F18** mid-telephoto prime lens offers an extremely versatile, lightweight and compact telephoto prime lens solution for a variety of Sony camera owners ranging from working professionals to emerging enthusiasts that have stepped up to an APS-C or full-frame camera for the first time. With its wide F1.8 aperture, it can produce impressive, exceptionally sharp portraits with soft background defocus that take advantage of its 85mm focal length and wide F1.8 maximum aperture.

The new prime lens features a 9-bladed circular aperture mechanism that ensures smooth, natural looking bokeh, and a double linear motor system to allow for fast, precise and quiet focusing. It also has a focus hold button that can be customised and assigned together with functions in the camera body like the popular Eye-AF feature. There is a smooth, responsive focus ring and AF/MF switch and the lens is also dust and moisture resistant.<sup>iii</sup>

### **New Compact Radio-controlled Flash**

Sony's new **HVL-F45RM** flash enhances the radio-controlled lighting system capabilities of their growing system, offering a compact professional shooting solution when combined with the currently available wireless remote controller FA-WRC1M and receiver FA-WRR1.

The new flash, which is designed to complement the compact bodies of Sony's E-mount camera line-up including full-frame  $\alpha$ 7 models, produces a maximum lighting output as expansive as GN45<sup>iv</sup>. This ensures sufficient illumination even when shooting with bounce lighting or high-speed-sync (HSS) flash. The radio capabilities of the **HVL-F45RM** allow it to be used as a transmitter or a receiver at up to 30m (approx. 98 feet<sup>v</sup>), making it an ideal fit for creative lighting with multiple flashes. Additionally, unlike optical flash systems, radio-control flashes do not require a direct line-of-sight between components to function properly, while also minimising any impact that bright sunlight has on signal transmission and control.

The **HVL-F45RM** flash has an impressive battery life of up to 210 bursts, and can tilt up to 150° vertically, a complete 360° horizontally and up to 8° downward to maximise versatility. Usability has been maximised with a new large, bright and highly visible LCD display, an LED light, dust and moisture resistant design<sup>3</sup> and a revamped menu system that mimics those of Sony's newest camera systems.

### **Pricing and Availability**

The new lenses and flash will start shipping in March 2017. The [SEL100F28GM](#) will be priced at approximately €2,100, the [SEL85F18](#) will be priced at approximately €680 and the [HVL-F45RM](#) will be priced at approximately €500. Further information can be found on the Sony Camera Channel: [www.youtube.com/c/ImagingbySony/](http://www.youtube.com/c/ImagingbySony/) and the Sony Photo Gallery: [www.sony.net/Product/di\\_photo\\_gallery/](http://www.sony.net/Product/di_photo_gallery/)

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## About Sony Corporation

Sony Corporation is a leading manufacturer of audio, video, imaging, game, communications, key device and information technology products for the consumer and professional markets. With its music, pictures, computer entertainment and online businesses, Sony is uniquely positioned to be the leading electronics and entertainment company in the world. Sony recorded consolidated annual sales of approximately \$72 billion for the fiscal year ended March 31, 2016. Sony Global Web Site: <http://www.sony.net/>

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<sup>i</sup> T-number (T) =5.6

<sup>ii</sup> With compatible  $\alpha$  camera bodies. Please visit Sony support webpages for details.

<sup>iii</sup> Not guaranteed to be 100% dust and moisture proof.

<sup>iv</sup> Guide Number (GN) 45 (105mm, in meters at ISO 100)

<sup>v</sup> Sony internal measurement